

LINJA

MEDIA INFORMATION
2024

FOR THE BEST TRAFFIC SERVICES - SINCE 1928



LINJA -MAGAZINE is the most widely read professional traffic services magazine in Finland, targeted at bus operators, traffic politicians decision-makers, stakeholders in the field, and enthusiasts.



THE MAGAZINE follows the transport policy and the development of public transport by writing news and articles. The topics are also bus travel, road safety, training, well-being at work, marketing and presentations from industry and professionals. Industry service and product innovations, buses and their test runs are featured in magazine numbers.

Issue publication date

- 11.3. Upcoming EP elections: legislation and the bus sector. Tourist traffic, travel comfort, rest places for drivers and passengers too.
- 7.6. BUS 2024 Fair and exhibition guide. A longer fair by popular demand. Old and new rolling stock, services and products.
- 1.11. Fix the roads! Infrastructure impacts on mobility and safety. Route conditions, highway maintenance and driving skills.

THE STANDARD PRINT IS

7 000 pcs.

THE LINJA MAGAZINE REACHES

23 600 readers.

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CIRCULATION

The standard print is 7,000 pcs. According to the reader's survey, the magazine reaches 23,600 readers.

SCHEDULE

Issue	Booking	Material	Publ. date
1	Wed 14.2.	Wed 21.2.	Fri 15.3.
2	Thu 2.5.	Fri 10.5.	Fri 7.6.
3	Tue 1.10.	Tue 8.10.	Fri 1.11.

Changes or cancellations must be made before **the last day of booking**. Complaints must be received within 15 days of the publication date.

Prices

4-color AD sizes and prices

Size	L mm x H mm	Prize
2/1	400 x 280 *)	4970 €
1/1 back cover	200 x 250 *)	3390 €
1/1	200 x 280 *)	3110 €
1/2 horiz.	200 x 140 *)	1850 €
1/2 vertical	100 x 280 *)	1850 €
1/3 vertical	65 x 280 *)	1550 €

*) + 3 mm trim marks

COLUMN AD:s

Size	L mm x H mm	Prize
1/4 vertical	82 x 120	1130 €
1/4 horiz.	165 x 57	1130 €
1/8	82 x 62	720 €
1/8 vertical	42 x 124	720 €

BUS SERVICES COLUMN

Size	L mm x H mm	Prize	price / per year
Module 1 (55 x 35 mm)		200 €	700 €
Module 2 (55 x 75 mm)		330 €	1100 €

The current VAT is added to the prices. Prices are based on digital ready-to-use prices. The modification of the material will be charged separately from the notifier.

Complaints in writing within 15 days of publication date.

SALES OF ADVERTISEMENTS

Saarsalo Oy
<http://www.saarsalo.fi>
 Myllyhaantie 6 C
 33960 Pirkkala

Contact person
 Roni Hurskainen
 044 752 0320
roni.hurskainen@saarsalo.fi

MATERIAL

MATERIAL REQUIREMENTS material must be sent to:
<https://omailmoitukset.otavamedia.fi/uploadservice/>
 or by email: oma.ilmoitukset@otavamedia.fi

The name and the number of the journal must always be marked with the message.

MATERIAL REQUIREMENTS The primary data format is a high quality PDF. Images are saved in eps or tiff format in cmyk format. Resolutions: 4-color images and BW images recommended 300 dpi, line-ups 800 dpi.

CONTACT

Editor in Chief
 Pasi Hovi
 +358 400 956 940
pasi.hovi@linja-autoliitto.fi

Publisher: Bussialan Kehittämispalvelut Oy
 Töölönkatu 4, 00100 HELSINKI, FINLAND
 Tel. +358 400 956 940

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 Tel. +358 400 956 940

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PunaMusta Oy
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<http://www.punamusta.com/en/home/>
 Tel. +358 10 230 8300

